

Advisors in Action

How to create a \$9K/month leadership program



OVERVIEW

Engagement Leadership development program
Duration Six months
Client Commercial & industrial electrical services provider, 170 staff, Queensland, Australia.
Client investment \$9,000 per month for six months

Lead source Met the managing director at a networking event.
Client objectives Development of leadership team with inadequate skills and experience to manage a team, with specific focus on improved communication and time management.

ENGAGEMENT STRUCTURE - NOW

Program Element	Frequency	Who	Mindshop Resources Used
Research	Initial prior to commencement of workshops to understand capability gaps & mindset.	Mindshop Expert, Advisory Support Staff	[Mindshop Diagnostics] Leadership, profit & efficiency, & emotional intelligence.
Workshop Development & Delivery	Monthly	Mindshop Expert & Advisory Support Staff	[Mindshop Pre-Built Workshops] Leadership skills, resilience, time management, emotional intelligence & personal change success.
Online Training	Initial mandatory course assigned to all participants who could then do as many other courses as they liked or as recommended by the coach.	Mindshop Expert	[Mindshop Online Courses] Leadership performance.
One-On-One Coaching	Bi-monthly	Mindshop Expert	[Mindshop Online Coach Tier] Develop actions, accountability calls, tools & online course assignment.

OUTCOME

Initial leadership program success resulted in Robertson Scannell being engaged for a second round. Participants' feedback was very positive, they felt the program was:

- directly related to their daily work,
- structured so they were able to learn from each other, and
- completion of the courses gave them a sense of achievement.

WHAT'S NEXT

For the client engagement: Robertson Scannell have been engaged to conduct strategic planning sessions & provide project implementation support.

For Robertson Scannell: The leadership program model has been productised and Robertson Scannell are exploring other sales opportunities within the same industry via word of mouth, speaking engagements, social media, and referrals.

TOP TIPS FOR ADVISORS

1. Get a budget from the client prior to submitting pricing.
2. Customise the existing content on Mindshop, don't reinvent the wheel.
3. Show the client value by solving their problems.
4. Reach out to the Mindshop community to understand what's worked on the discussion forum.
5. Understand that each participant learns differently and deliver content accordingly.
6. Don't be afraid to change mid-direction as you discover more.
7. Get team members to work together in small groups.

Learn More



Listen to Dan Gabbett talk about the program in depth in this 24 minute video split into chapters for easy navigation.

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